# Regr⓪w

Project: Mobile App Design
Name: Lilli Phanopon
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## About

Regrow is a money saving app designed to help everyday users confidently manage their finances and achieve goals that once felt like distant dreams.

It provides a clear overview of income, expenses, and savings, while motivating users with smart tools that encourage consistency in their budgeting efforts.

### Brand Vision

Regrow's vision is to help people regrow their finances by giving them the tools to build better saving habits and make wonder-financial decisions. We believe anyone can become financially resilient with the right tools and information.

### Goal

To empower users to take control of their finances by giving them tools and confidence, with clear and progress-tracking every penny into possibilities.

## Problem

Managing money is stressful for many people, and with inflation increasing daily expenses, it's even harder.

- Most apps are budgeting apps that feel overwhelming.
- Missing or unclear features for tracking both income and expenses.
- Lack of flexibility for real-life financial goals, like saving for unexpected costs.
- Existing tools that only show numbers without motivation or guidance.

## Solution

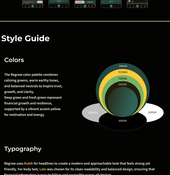
Regrow simplifies money management by offering:

- A clean, intuitive platform that removes the stress.
- Easy tools to record income, expenses, and set goals for saving.
- A smart dashboard with clear visuals for progress tracking.
- Timely notifications to guide better saving habits.
- Features that keep users motivated and confident in their ability to save.

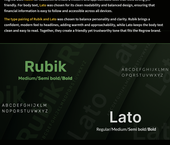
## Design Process

## User Flow

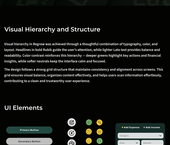
The user flow was designed to create a simple and intuitive journey for managing savings. It guides users smoothly through key actions such as adding income or expenses and viewing financial progress on the dashboard. The design minimizes friction and ensures a user-centered experience, helping them stay focused on their goals without feeling overwhelmed.




## Low-Fidelity Wireframes



## High-Fidelity Wireframes




## Style Guide

### Colors

The Regrow color palette combines calming greens, warm neutrals, and balanced neutrals to inspire trust, growth, and clarity. Deep green and fresh green represent growth and stability, while neutrals provide a calm and supportive backdrop for motivation and energy.

### Typography

Regrow uses **Rubik** for headlines to create a modern and approachable look that feels strong yet friendly. For body text, **Lato** was chosen for its clean readability and balanced design, ensuring that financial information is easy to read and accessible across all devices.

The type pairing of Rubik and Lato was chosen to balance personality and clarity. Rubik brings a modern, rounded feel to headlines, adding warmth and approachability, while Lato keeps the body text clean and easy to read. Together, they create a friendly yet trustworthy tone that fits the Regrow brand.

**Rubik**
Medium/Semi bold/Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
NOPQRSTUVWXYZ

**Lato**
Regular/Medium/Semi bold/Bold

### Visual Hierarchy and Structure

Visual hierarchy in Regrow was achieved through a thoughtful combination of typography, color, and layout. Headlines in bold Rubik guide the user's attention, while lighter text and smaller labels ensure readability. Color contrast reinforces the hierarchy – deeper greens highlight key actions and financial insights, while neutrals provide a calm backdrop for clarity.

The design follows a strong grid structure that maintains consistency and alignment across screens. This grid ensures even spacing, organizes content effectively, and helps users scan information efficiently, contributing to a clean and trustworthy user experience.

### UI Elements

### Logo

The Scarf is a powerful symbol of renewal and adaptability, echoing our mission to help people rebuild and strengthen their financial future.

Regr⓪w  Regr⓪w

## User Testing

Participants **extend** the Regrow prototype to establish stability and clarity when completing key tasks.

Feedback **highlighted** areas for improvement, including confusion between the "Add" button and navigation icons, unclear dropdowns, and redundant labels on graphs.

Suggestions included adding onboarding screens, flexible income options, and visible goal deadlines.

### Conclusion

**Based on testing, I refined** the design by differentiating the Add button, removing redundant labels, improving the smart savings section.

**Also, simplifying** dropdowns, and allowing multiple income entries.

**These updates improved** clarity, motivation, and overall usability.

# Thank You For Watching!

UX/UI Designer | Lilli Phanopon | lillipanopongo@gmail.com